

Director, Membership & Sales

FLSA Status	Exempt
Reports to:	Chief Membership Officer
Supervises:	N/A
Workplace:	Remote
Annual Salary:	\$95,000 - \$115,000
Interested candidates should send cover letter and resume to hr@nysernet.org	

JOB SUMMARY

The Director, Membership & Sales is responsible for driving NYSErNet’s new business development efforts, creating and executing strategies to expand our member community. This role will focus on driving membership growth by identifying, attracting, and converting prospective members, positioning NYSErNet as an essential partner in education and research networking.

KEY RESPONSIBILITIES

New Business Development & Membership Growth:

- Develop and implement acquisition campaigns that actively target new organizations, focusing on high-impact segments within education, research, and technology.
- Conduct thorough market analysis to identify and prioritize high-growth opportunities, creating targeted strategies for member acquisition.
- Create a pipeline of potential members through proactive outreach, leveraging industry events, networking opportunities, and personalized engagement.
- Work closely with cross-functional teams (education services, network engineering, finance, etc.) to align membership initiatives with broader organizational goals and objectives.

Outreach & Lead Generation:

- Design and lead high-visibility outreach initiatives to position NYSErNet as a leader in network connectivity for higher education and research institutions.
- Build relationships with decision-makers in target institutions through a strategic combination of direct outreach, conferences, and industry events to generate and nurture high-quality leads.
- Collaborate with marketing to develop compelling collateral, case studies, and presentations tailored to potential member needs and demonstrating the value of NYSErNet’s offerings.

Strategic Partnerships for New Member Growth:

- Identify and establish partnerships with key industry players, technology vendors, and associations that can expand NYSErNet's reach and bring new member prospects into our ecosystem.
- Lead negotiations with prospective partners and collaborators, ensuring alignment with NYSErNet's membership growth goals and securing agreements that drive new business opportunities.

Sales & Membership Conversion:

- Develop and implement a robust membership sales strategy, including customized pitches, proposal development, and follow-up processes that convert prospects into members.
- Actively track and report on membership sales metrics, using data to refine and optimize outreach and acquisition strategies.
- Build a pipeline management process to monitor leads and ensure timely follow-up, nurturing, and conversion.

Market Awareness & Positioning:

- Stay informed about industry trends, competitor activities, and emerging opportunities within the education and research sectors to ensure NYSErNet remains competitive and attractive to potential members.
- Engage with external sources of funding, grants, and RFPs relevant to prospective members, helping align NYSErNet's capabilities with these opportunities to attract new members

QUALIFICATIONS

- Bachelor's degree not required, but preferred.
- 5+ years proven experience in membership development and sales with a track record of achieving growth targets.
- Experience working with higher education, K12 and/or other related nonprofits.
- Experience promoting network- and technology-related services.
- Understanding of wide area networking and cybersecurity.
- Excellent communication, presentation, and negotiation skills.
- Ability to prioritize and manage multiple projects effectively.
- Ability to maintain accurate records of member information and interactions.
- Passion for relationship-building, collaboration and community engagement.
- Ability to travel regularly to NYSErNet member and prospective member offices and community events throughout NYS and adjacent states.
- Ability to travel occasionally to conferences throughout the country.

WORKING CONDITIONS

- Remote position with flexible work hours.

- Residing in New York State is required for agile travel to meetings throughout the state and region.
- Approximately 20-30% travel frequency, including overnight.
- Occasional evenings, nights and weekend work needed.

ABOUT NYSERNET

NYSERNet has and continues to deliver next-generation internet services to the research and education community for forty years. A trailblazer in research networking, NYSERNet is a member governed organization, with members from leading universities, colleges, K-12 schools, Regional Information Centers (RIC), museums, healthcare, and research institutions. NYSERNet is a vibrant, stable, and well-recognized organization, poised to further grow its services, membership and mission.

NYSERNet is a 501(c)3 private not-for-profit corporation created in service of advancing science, research and education.

NYSERNet is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, color, creed, religion, national origin, ancestry, citizenship status, age, sex or gender (including pregnancy, childbirth and pregnancy-related conditions), gender identity or expression (including transgender status), sexual orientation, familial status, marital status, military service and veteran status, physical or mental disability, genetic information, domestic violence victim status, reproductive health decision-making, or any other characteristic protected by applicable federal, state or local laws and ordinances. NYSERNet is dedicated to this policy with respect to recruitment, hiring, placement, promotion, transfer, training, compensation, benefits, employee activities, access to facilities and programs and general treatment during employment.